

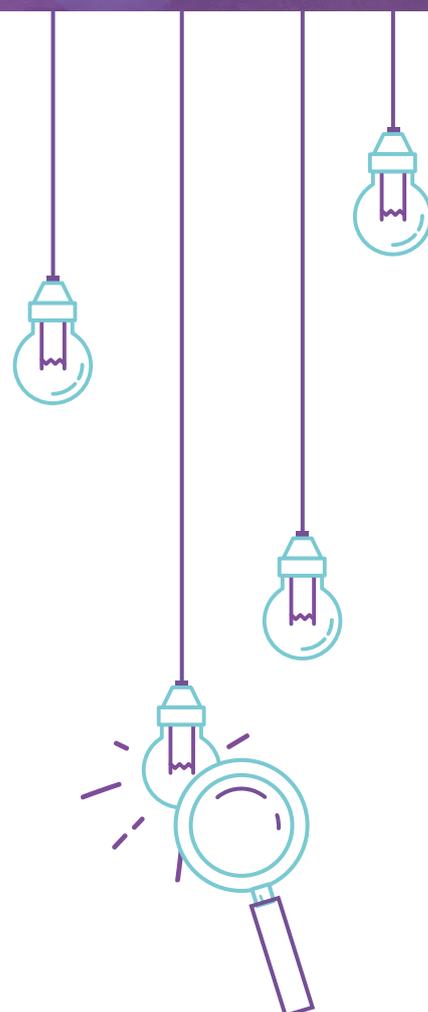
A guide.

Generating insights from research findings.

Insights are an important part of research and can help you to make the jump from “findings” to “impact”.

Gaining valuable insight from research findings requires a researcher to look beyond the observable facts and deeper into the attitudes and beliefs which these facts represent.

However, generating insights from findings is not always easy. In some cases, insights may be clear to see, but other insights may need extra time to formulate fully. It may also be the case that you have many research findings but only a few insights, and vice versa. This is a guide to help you generate these actionable insights from research, whether it be quantitative or qualitative.



1. What is the data saying? (The finding)

Once you have completed your research with the key audience, you can start to analyse your data to get a top-level view of what the data is saying. At this stage, you should be aiming to find the outline view of facts and observations regarding consistent themes and popular answers relating to your research topic.

2. What is the data telling you? (The understanding)

Now you have an outline of what the data is saying, you need to go one step further and understand what the initial data is telling you. Further analysis can help to generate explanations for your results. This may include varying attitudes and beliefs towards your research topic.

3. What does it all mean? (The insight)

This final step involves looking beyond your understanding of the data to try and pinpoint the reasons behind the attitudes, beliefs or behaviours that have been highlighted by your research.

This 'insight' is the truth that motivates behaviour and can help towards behavioural change. Sometimes insights can be easily realised, but others can be more difficult to find. In these cases, it is good to remember the four rules of insight:

Reality: Does the insight reflect something significant in people's lives?

Relevant: Is it applicable to your task or issue?

Resonates: Does it ring bells, ring true or resonate?

Reaction: Can you see people acting or thinking differently as a result of applying it?

Using findings from research we conducted into healthy placemaking with Design Council, we have added our own example below of how to generate insights from findings for you to follow. If you would like to read more about this project, please visit our research report [here](#).

The finding(s)

- Practitioners think that leadership and vision are important in being innovative and making changes towards achieving healthy placemaking;
- Creativity, critical thinking and the ability to look beyond the obvious are crucial skills required in healthy placemaking;
- Some organisations are more resistant to accepting innovative ideas that may be seen as controversial.
- Public bodies are considered to influence organisations and practitioners across the design, planning and placemaking systems;
- The culture of thinking of the build and design teams often dictate the direction of a project;
- Healthy placemaking is difficult when practitioners are brought into a project halfway through.

The understanding(s)

Healthy placemaking is a difficult process which needs someone to advocate this change.

It is difficult to implement healthy placemaking ideas in the current workplace climate.

The INSIGHT

The systems, policies and processes of planning and building design and development are not currently supportive towards healthy placemaking.

We only work with organisations that want to bring about positive social change, and people who want to do good. We think this is you... Let's talk.



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